



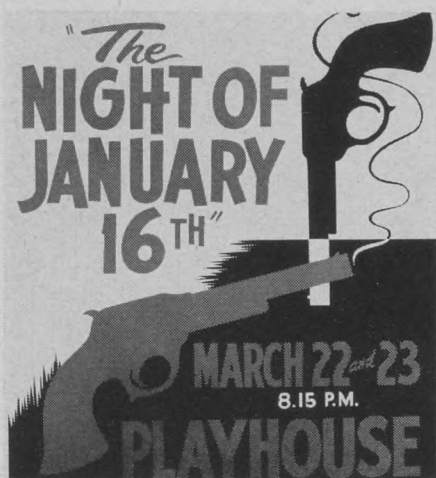
Contacts

MARCH

1956

OUR MARCH COVER . . .

Bringing you a book that is current until mid-April, this volume comes at a time when numerous events are also on the calendar. There's March 17th of course—and our green shamrock setting gives that its due dominance. There's March coming in like a lion after that first mild day! So let's all hope it will do the right thing and go out like a lamb! We've provided both, anyway. Then, there's the garden-lover's springtime dreams over the Seed Catalogue, and the planting of seeds for those early seedlings, and the starting of bulbs. And then before we issue again we shall have had Easter—for which we have provided a new bonnet—and what a bonnet! However, we understand they're going to be bigger, so here's ours—for you!



LAUGHS

THRILLS

SUSPENSE

See the Special Jury from the Audience (nobody will be embarrassed) called up by the stern judge, to decide the fate of the prisoner.

A WHIZ OF A PLAY—A WOW OF AN ENDING!

We're Glad to Say

TICKETS ARE SELLING FAST . . .

SO—

You Are Warned!!

ACT NOW!!

Get your tickets—and your friends'—for these stimulating theatre nights

THURSDAY and FRIDAY,
MARCH 22 - 23

Main Floor Seats Reserved, \$1.00

Director: PEGGY GREEN

Provincial Winners Receive Eaton Trophy



Mr. Cy Scarr, representing Eaton's Mail Order, seems to be hanging on to that Eaton provincial trophy.

Manitoba curling winners are the Portage la Prairie team, namely from left to right: Mrs. H. W. Kitson, Mrs. J. W. Wishart, Mrs. A. Painter and Mrs. J. E. Clark (skip).

Wednesday, February 29, both Winnipeg papers splurged on the finals of the Manitoba ladies' curling play-offs, and our handsome Mail Order representative, Mr. Cy Scarr, was caught in the act of presenting (or was he holding on to?) the Eaton Provincial Trophy. "Everything's on the house," said sports writer Scotty Harper, of the Free Press. The Clark rink represented their province, as did the other three western winners, in the four-province play-off at Vancouver—and all on the House of Eaton's.

Contacts hopes to bring pictures of the western champions next issue, and we know that in the meantime they will have had a good visit to Vancouver and a bang-up Eaton reception for their play-off.

Two Celebrate Fortieth Anniversaries

JOHN WILLIAM MOORE

A Staffordshire Englishman by birth, Mr. Moore had come to Canada in his youth and was already an Eatonian since 1916 when he enlisted in Winnipeg with the 43rd Cameron Highlanders in World War I. His first few years were with merchandise departments but Jack has been with M.O. Assembly, etc., for 35 years. Wife Nancy also was an Eatonian; and they have two sons, a daughter (Jack, Mary and Don) and a grandson, Brian.

For his 40th anniversary on February 3, the department fund gave Jack a saw blade and adapter; and he also was the recipient of a portable radio, record and a pair of TV tables from his associates. On his "35th" we note that Mr. Moore was still active in cricket circles, being president of the Winnipeg district league. So we'll say here—playing or watching—may there be good turf and good games for you cricketers, Jack, and good health for you to enjoy them!

WILLIAM JAMES JOHNSTON

Bill (or Billy, as you wish) Johnston is from Brougham, County Armagh, so it's fitting that March should see him celebrating something! And with Bill it's his 40th anniversary which rolled around on February 8. On behalf of the department Mr. A. S. Parker presented Mr. Johnston with a beautiful television lamp and offered sincere best wishes from all his colleagues.

With a few short years only in Expense, Bill has spent most of his 40 years in his present department. It was easy to gauge his popularity by the gaiety of his desk display shown here (the shillelah's on loan only, we were told)! 'Twas a grand green day with lots of shamrocks—and lots of personal gifts too, and Bill not looking a day older than when he had his 35th—and then lookin' like a lad!

Also that lively party they had for him that evenin' at the Norwood home of Elmer Lane—a real bang-up time was had by all, and many thanks to the Lanes and all those



helping to make it such a big success. Mrs. Johnston was also an Eatonian, and they have a daughter, Marilyn. Now, Bill, with the excitement over, settle down to your curling at Charleswood, and plan for those family camping and fishing trips later. Congratulations to our young old-timer!

Early-Evening Bowlers Battling Hard

A stiff battle for the lead is shaping up in the 57 Bowling League. The team led by Stu McLeod (a newcomer to the league) is desperately holding on to first place while the team led by Les Croft (a veteran winner) is closing in on the leaders. Teams led by Ron Turner and Stan Ostaff are tied for the third place, while the teams of Leo St. Pierre, Jim Paul, Wilf Brown and Craig Woods are fighting it out for the last place.

Though it may be a little late, we would still like to congratulate the turkey shoot winners: Miss Eleanor Smith of the Budget Plan, and Miss Irma Andre of the D.A. Office.

This will be about the last time that we can remind you in print of the forthcoming Annual 57 Wind-up and Banquet, scheduled for Tuesday evening, April 10, at Vasa/Lund Park, Charleswood. Don't worry about the distance—car pools will be arranged to ensure that you get there and back safely.

We want all 57 League bowlers to be there—including everybody who bowled with us this season. Tickets ready shortly. Tell your team captain how many you want, or phone Stan Ostaff (Department 100S), president, or Lorraine Kyan (Department 901), secretary.



BADMINTON BIRD-NOTES



Oyez! Oyez! Oyez! All Badminton Players Hear This!

You Are Required To Be Present at the Winnipeg Club

WEDNESDAY, MARCH 21st AND WEDNESDAY, MARCH 28th FOR THE
ANNUAL WIND-UP TOURNAMENT GAMES

Lots of Action! Lots of Fun! Lots of Excitement and Lots of Good-Fellowship. BE THERE!

And, if you'd like to come as a spectator, the time is 1:30 onwards, and the Club's address, 150 River Avenue.

35th Anniversaries

GEORGE T. FOX

London, England, was George's birthplace and all his 35 years has been with the Grill Departments. Married, George has a married daughter, Mrs. Dr. Rodka in Vancouver, and a son, Gordon. His 35th anniversary came on Tuesday, February 28, and was preceded by a stag party. Host was Mr. C. Schmidleitner, and at that time George was presented with a light meter for photography.

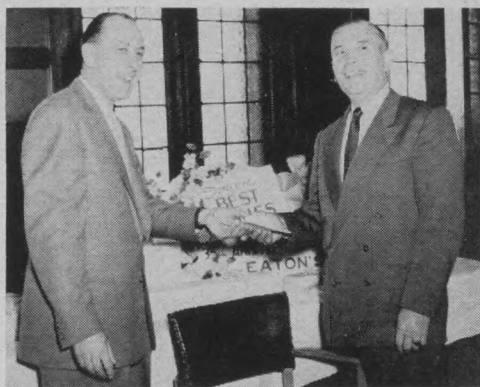
On his anniversary morning, he was presented with the department gift of a slide projector, a picture screen, and a Snorkel fountain pen set. Among other gifts the popular George received were sport shirts from the Fifth Floor Cafeteria girls and wearables from the Third Floor and office group. Then on Friday, March 2, George was honoured at a surprise dinner party at the Homestead with about 40 present, and given a floor lamp and cut glass vase.

JOHN HENRY VERDIEL

"Jean" was born at St. Etienne, France, and was a "Blue Devils" sergeant in World War I, suffered wounds, was prisoner of war, and escaped. He earned the Croix de Guerre with palms, and was cited "To the Order of the French Army."

Mr. Verdiel served Eaton's for over 30 years in the Shirt Factory and is now with M.O. Men's Furnishings. Likes gardening and reading. Friday, February 10, was his 35th anniversary and Mr. George Firth presented him with the department gift of an electric toaster. John also received numerous personal gifts. On Saturday, February 11, Mr. and Mrs. Verdiel were honour guests at a department dinner-dance at the St. Charles Hotel when Mr. Firth presented John with a gift of sports shirts from his fellow workers. Mr. Verdiel expressed his deep pleasure in being a member of "M.O. 28."

Welcome guests at the hotel party were John's former colleagues Mr. D. Leckie, Box Factory; Mr. T. Carstens, Paint Department; Mr. N. Renault, Drivers.



Above: Mr. Fox (right) with Mr. R. Love



JUNIOR COUNCILS' DOLL PROJECT WINNERS

We show here just three out of the 22 dolls entered for this project—one doll for each member of Eaton's Junior Council; an idea started some years ago by Miss Wilma Blocher, Fashion Bureau head and Council director. These dolls have to be dressed in materials that the girls have made use of, not bought. For instance, that Davy Crockett number, middle, was dressed in leather garments made from dad's dress gloves. Another was stuffed with discarded nylon hose, and so on.

Shown here in order, left to right, the judges' choice this season: Baby Doll in Crib by Myrla Bashford, West Kildonan Collegiate; Davy Crockett (remember him?) by Margaret Hansell, Holy Cross High; and Belle of the Ball by Deanna Gensorek, Miles Macdonnell Collegiate.

Congratulations, Councillors! We know the lucky little girls who get these as gifts will bless your nimble fingers, imaginative designing and painstaking work.



Welcome to the Quarter-Century Club

WILLIAM JAMES ALLAN

Twenty-five years in the Candy Factory is the Eaton history of Bill Allan, and we expect that the pounds of sweets he has learned to make and produce in that busy place would require a lot of figures to list. But on his anniversary morning the folk were treated to something different, for his desk offered lots of cookie dainties—from Mrs. Allan's "home factory"—all much enjoyed, by the way.

Mr. R. D. Hinch, manager, made the department's gift presentation of a portable electric drill kit. Numerous other gifts were showered on the popular Bill, many of them additional tools—so "let Bill do it" is the slogan now!

Born at Westbourne, Man., Mr. Allan was in Medical Corps service in World War II, much of the time overseas. Married, and has three girls from 17 to 9 years. Plans to have a motor trip later for the "big vacation" . . . may it be a very happy one, is our wish!

WILFRED EWART GRAY

Born in Somerset, south England, "Bill" Gray worked on British and Canadian railways before joining Eaton's M.O. Advertising in 1915. After absence, he rejoined the Company at Calgary in 1931, advertising for Branch Stores. Head of Calgary Advertising in 1937, he became head of M.O. Catalogue Advertising in Winnipeg in 1945 and Contacts editor in 1954.

His quarter-century was celebrated on February 23 when he and Mrs. Gray were guests of honour at a breakfast in the Grill Room attended by all sections of Personnel staffs. Mr. R. Laidlaw, chairman, welcomed the guests and outlined Mr. Gray's career. Mr. K. A. Smith read some of the messages of congratulations including a tribute from former editor Bill Hurlburt. Mr. B. C. Sutherland made the presentation from the departments of a cowhide two-suit and thanked Mr. and Mrs. Gray for their attendance at the many staff occasions when Bill's presence was requested as magazine editor.

Mr. Gray, after tendering thanks for the gift and the flowers for his wife, said how glad he was to be associated with a great and forward-looking Company, and particularly with the forward-looking Personnel manager and staff. In Bill's office that day was a poster from Calgary, "Keep Ridin', Bill," with appropriate cartoon. Formerly long-distance canoeist, snowshoer and swimmer, Bill now golfs a little and is active in masonic and church work—also baby-sits for six grandchildren.

MALCOLM DONALDSON

Malcolm (Mal) was born in Glasgow, Scotland, and his quarter-century of service with Eaton's of Canada has all been with the Jewellery and Leather Goods Department in the Store where he is department manager.

February 25, 1956, was the big day! The members of the Jewellery, Hand Bag, Watch and Jewellery Repair Wicket gathered in the department at Store opening to do him honour on reaching his quarter-century.

In the absence of Mr. A. Cranston, Mr. Roy Firth, assistant, congratulated Mal on his fine record of service and wished him continued success and happiness. Then on behalf of the staff, presented him with two aluminum "Recliner" outdoor chairs. Mrs. Donaldson received 25 beautiful red roses to mark the occasion. On the previous day Mr. Donaldson was honoured by the members of the Jewellery and Watch Repair Workrooms, when he was presented with a lovely blanket by Mr. O. Olafson, assistant.



On Tuesday, February 21, a stag was held at the home of Roy Firth, Kingston Row, when a group of associates and friends gathered to honour Mal. It was a grand good time. Various presentations were made, the main gifts, from everyone present, being a deep fryer presented by Bert Mitchell (retired) and binoculars by Roy Firth. R. Robertson, M.O. Jewellery, read the many telegrams and letters of congratulation.

Married, Mr. Donaldson gives his open-air leisure to gardening — tulips and begonias preferred—and is active in Masonic Lodge.

BONSPIEL WEEK at EATON'S



MISS AMERICA OF 1956

(Miss Sharon Kay Ritchie)

is shown here as she appeared with Miss Rita Chalmers, McCall fashion expert and commentator, from Vancouver.

Miss Ritchie was successful in the beauty contest, first for the State of Colorado, then for Miss America of 1956.

She charmed everybody here by her willing acceptance of numerous obligations "beyond the call" of those necessary to her tour, and by her evident sincerity and real interest.

At left, Miss America signing autographs, with Miss Chalmers, and a glimpse of the crowd.

Miss America in Eaton's Piece Goods For Special Bonspiel Week Style Show

The week was "Visitors' Week" in the Store; the special event was a showing of a beautiful Everglaze wardrobe made from McCall's patterns and in fabrics by Everfast. The star of the show: a winsome, beautiful young girl recently chosen Miss America of 1956, and currently on a tour of business houses sponsored by the pattern and fabrics firms mentioned.

Her appearances in the special show on our second floor on Thursday afternoon, also Friday and Saturday at noon-hour and afternoon showings, brought jam-packed crowds to the wide area and smart "boardwalk" arranged for the showings. Commentary was in the capable hands of Miss Rita Chalmers, McCall expert, and the show was not only splendid in itself but equally well handled.

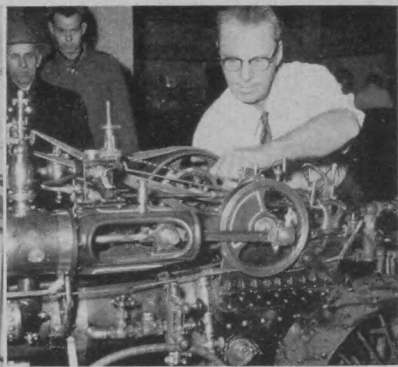
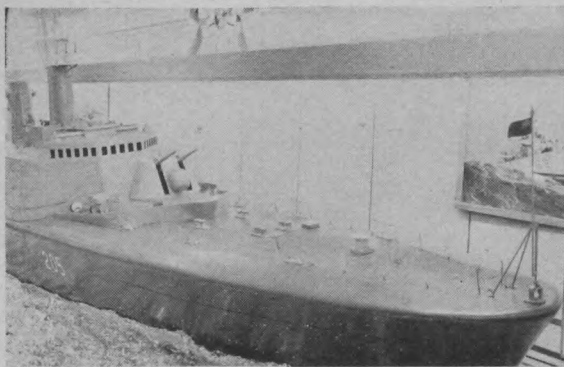
The department's sewing consultant, Mrs. B. Valstyn, and Miss L. Erb of the department, dressmaking graduate, had worked for six weeks making special McCall-pattern creations for the parade, used in addition to Miss America's own special wardrobe—a matter of eleven complete and wonderful outfits worn by Winnipeg models, and also four outfits for department display.

It was an occasion of unusual merit, as an attraction and merchandise promotion; our congratulations to all concerned. Miss

(Continued on Opposite Page)

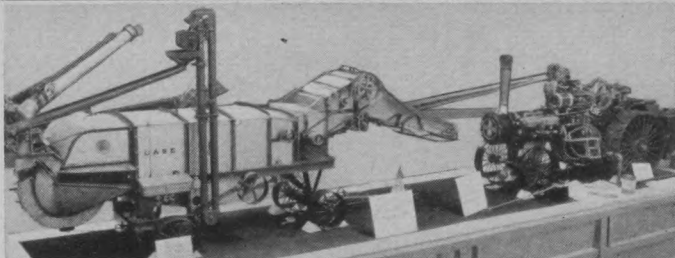


Miss America receives a cuddly useful "Poodle Pup Pyjama Bag" from Eaton's Junior Councillors and Executives at the airport. Shown here are (left to right and down): Bill Fisher, Lawrence Viau, Stan Lamb, Paul Gouin, Ian Smith, Jeanette Gossen, Miss America, Brenda McIntyre.



Above: Partial view of the massive model of the new H.M.C.S. St. Laurent, made by the ship builders, Canadian-Vickers.

At right: Mr. W. J. Vann and his steam-engine threshing outfit.



Bonspiel Week Exhibits of Great Interest

Sports cars on the Main Floor—one an English Triumph, runabout; and the other a Volkswagen, German tourer—were the objects of much searching examination by everybody but particularly, of course, by the young men.

Then, in the Donald Annex, a really massive model of the new all-Canadian warship was shown, together with pictures of other somewhat similar warships on the high seas. The "St. Laurent," as modelled, is the first Canadian Navy warship that's all-Canadian — designed by officers and technical branches of Canada's navy, built in Canada by Canadian-Vickers Limited, Montreal, and with most modern and complete electronic controls. Official designa-

tion: "anti-submarine destroyer escort," 366-ft. length, 2000 tons. Sleek and very capable-looking.

The other exhibit in the Annex was "live" — a working model, $\frac{1}{4}$ -scale, of a Case steam-driven tractor, 1922, operating a working model of a 1918 grain separator. Top picture shows the beautiful machining of these models, the engine actually working from fire-generated steam, but in the Store, on account of fire-hazard, powered by compressed air.

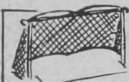
The builder of these, shown at the engine, is Mr. W. J. Vann of 340 Helmsdale Avenue, East Kildonan. Salute to a wonderful job—a seven-year job, by the way—making and fitting all the intricate parts.

MISS AMERICA (Continued)

America, among numerous other things, visited and helped at Red Cross Lodge (Deer Lodge), visited the March of Dimes chairman and made a donation, appeared on "Spotlight" TV, was interviewed by press and radio and spoke to Eaton's Junior Executives and Councillors. It was a visit from a young beauty who is also, as they say in the theatre, a "real trouper."

The centre of all eyes at Red Cross Lodge during her visit was Miss Sharon Kay Ritchie, Miss America of 1956. The Lodge is attached to Deer Lodge Hospital for Veterans.





Hockey Highlights

WALTER
McDONALD

Here is the standing in the Eaton League to February 28 — which ended the regular schedule. Play is at the Olympic Rink, Church and Charles—just west of Main Street.

	Won	Lost	Tied
Vikings.....	8	4	1
Red Wings.....	7	5	1
Rockets.....	5	6	2
Gremlins.....	2	9	2

Semi-Final Games will be over when you read this.

**FINAL GAMES START 8:15 p.m.,
TUESDAY, MARCH 20**

Come and support the teams from now on.

Weather is moderating and the rink officials are putting in forced air heating for the comfort of the spectators. **No Admission Charge for Semi-Final and Final Games.**

Scoring aces for the 13-game regular series just finished were:

	Goals	Assists	Pts
Larry Domanski, Vikings..	28	15	43
Bill Predinchuk, Gremlins.	23	9	32
Tom Schoen, Vikings.....	15	8	23
George Dorman, Red Wings	16	6	22
Ted Creran, Rockets.....	11	3	14

All for now; will have pictures of Booster Night and all the hockey results for our readers next issue.

EATON HOCKEY LEAGUE

BOOSTER NIGHT

in aid of Manitoba March of Dimes

OLYMPIC RINK, FRIDAY, APRIL 6, 8 p.m.

Mail Order and Store All-Stars Battle for
Sutherland Championship Trophy

Fancy Skating Exhibition

ADMISSION: ADULTS, 50c; CHILDREN, 25c

DRAW PRIZES ON DOOR TICKETS

3-Piece Luggage Set for Lady

3-Piece Luggage Set for Man

Electric Mixer

Floor Lamp

and Specially for the Youngsters—

5 Hockey Sticks

Reserve the Date—Get Your Tickets

Early at Store Employment Office

or Helgi Johnson, M.O. Dept. 44

**ENJOY THE EVENING — AND
SUPPORT THE MARCH
OF DIMES**

LAWN BOWLING

Annual general meeting was held Friday, February 10. 1956 slate of officers elected as follows:

President W. Lord

Vice-President..... L. Jackson

Secretary W. Wiggins

Treasurer..... Miss L. Greenberg

Committee Members: Misses J. Fairhall, R. Campbell, J. Armstrong; Mrs. Jeffrey, Mrs. Munroe; Messrs. J. Paulson, P. Cook, J. Moore.

Mr. Sam Poole, past-president opened the meeting and thanked all concerned for the fine co-operation in the past season; happy to state, said he, there is a small bank balance for the new start. The club will welcome back past members and is looking for new members. Men and women willing to play part-time as spares, experienced or not, will also be very welcome.

—W. Wiggins

SEVENTH FLOOR NEWS

Children's Wear—By Loretta Bruchanski

Sorry to report that Ethel Flett is absent through illness. Hope she is on the road to a speedy recovery and will be back at work very soon.

Has anyone heard from Dee Clark and Germaine Marion who have been away on a trip to Minneapolis? Hope you had a good time, girls, and don't forget to tell us all about it when you get back.

Well, Leap Year Day has come and gone and we find that our eligible young bachelor, Johnny Payment, is still a single man. C'mon John! This only happens every four years, you know!

Our girls spent a most enjoyable evening when Mr. and Mrs. Tommy Weston acted as host in their beautiful home last month.

Have three engagements to announce, namely: Lillian Spreen to Mr. Theodore Steinberger of New York; Maxine Charge to Mr. Jack Gloux and Alfrey Carlson to Mr. Rudy LeBlanc.

Eaton's Five-Pin Mixed Bowling League By Vera McCaw

George Firth is well known in bowling circles having been active in Eaton's league since around 1929-30. This season he is president of the Winnipeg Five-Pin Association.

As an Eatonian he spent all his time in the Store Boys' and Men's Furnishings, until 1950, when he went to the M.O. Boys' and Men's Furnishings where he is now department manager.

Prior to joining the army, George spent a two-year term as treasurer of our bowling league and one year as president. On his return from overseas, he took over from George Robinson who filled in when Greg Johnson was transferred to Port Arthur, completing a three-year term; also took over from the late George Murray who was president when transferred to Calgary. All in all, George spent a good seven years in office.

George is a native of Winnipeg, having been born the year after his parents arrived from Ireland. He attended Greenway and Daniel MacIntyre Schools; started with Eaton's in 1927; married the former Molly Duncan of the Candies in 1939; has one son, Ricky, who attends Windsor School in St. Vital and who, because he was born on February 29, has had only two birthdays although he is eight. Ricky's chief topic of conversation with dad these days is golfing, which he would like to start this summer.

Mr. Firth's sojourn in the army started with the Winnipeg Rifles with whom he went overseas in 1943; two months after arriving in England he turned up in Africa, and a month after that off he went to Italy for two years. During this time he had been transferred to the Saskatoon Light Infantry (whose name was eventually changed to the Lorne Scots). From Italy he went to Holland and there he was when hostilities ceased. He returned to Canada with the famed Princess Pats in September 1945.

Bowling is not the only sport George has or has had an interest in. May I mention in passing that he is no longer the top bowler around the Firth residence. Like many others, his days of the 235 average may be over, but not so with the "Missus" who, in the recent Winnipeg five-pin annual tournament, was high with a three-game total of 902 which consisted of games of 364, 318, 220. Nice going, Molly! He is a member of Elmhurst Golf Club which is, no doubt, where young Rick gets his golf ambitions; played baseball for the Cubs as a third baseman and an outfielder. (Those Cubs won the championship three years in a row); coached the Eaton girls' basketball team; in the Eaton Snooker Club with Bill Stewart, M.O. Hosier, he won the club doubles championship eight years running.

Besides his work and his sports, George is an active member of Fidelity Masonic Lodge where he is in line for the Worshipful Master's post in 1957; also the Scottish Rite and Khartum Temple. May we close by saying "Well done, George, and our best wishes for success in your future ventures."

* * * *

Before going into high scores, special mention should be made of our Terry Kimak of the Outlaws, Division One, who rolled an even 900 pins the other night with a high game of 390. That will be a record pretty hard to beat, Terry!

Here are the highlights in the scoring:

Division One—S. Young 809 (305); R. Baldwin 713 (306); V. McCaw 706 (319); B. Stevenson 703 (247); J. Benvie 701 (267); M. Matthews 697 (247); A. McCaffrey 694 (286); V. Legace 694 (261); A. Atkin 690 (279); B. Dee 273; S. Sigvaldason 767, 760 (320, 285); D. McColl 795 (336); B. Adamson 733 (291); Bill Maskell 710 (323); G. Quinn 705 (247); A. Farquhar 675 (274); J. Green 273; B. Clarke 274.

Division Two—D. Pankhurst 791 (318); E. Craig 755, 703 (309, 278); M. Parker 738 (280); S. Hawkins 701 (265); R. Evans 696 (285); J. Pals 673 (237, 237); D. Chambers 665 (236); N. Falls 645 (245); D. Jenner 284; H. Derocher 254; Z. Stevens 308; T. Scott 855 (330); C. Napier 774 (292); R. Fogg 725 (278); B. Liver 722 (269); F. Grassick 708 (274); W. Mills 695 (308); B. Insch 691 (262); H. McDiarmid 685; A. Wright 679; P. Fellowes 678 (283).

Division Three—A. Kalcis 710 (265); E. Richardson 702 (255); E. Green 694 (311); C. Bewick 668 (263); V. Black 656 (251); J. Hajduk 631 (235); A. Medwick 637 (248); L. Hudson 632 (228); O. McReynolds 631 (228); J. Fairhall 643 (235); S. Jonsson 630 (243); R. LeClair 283; G. Morris 267; M. Baker 261; G.

Cancell 840 (353); G. Huntington 698 (283); J. Hobday 679 (240); D. Claque 660 (271); F. Swonnell 652 (248); S. Houston 643 (252); F. Maire 633 (275); H. Brown 256.

Division Four—D. Monchak 753, 711 (324, 291); L. Sanderson 710 (285); C. Fortin 690 (291); M. Dalman 683 (256); F. Park 677 (299); N. Shulhan 647 (280); B. Dancer 645 (262); L. Browne 634 (286); G. Jones 629 (227); J. Aylen 264; N. Hawkhead 728 (288); A. Thauberger 725 (285); B. Hogg 678 (252); S. Olson 640 (236); B. Mitchell 639 (225); G. Forster 252; M. McKenzie 256.

Division Five—No Reports.

Division Six—C. Munro 681 (262); M. Palframan 313; E. Romansky 264; D. Henery 261; E. Mosienko 255; H. Kaminsky 243; J. Boratky 250; G. Keene 237; I. Devos 218; C. Forrester 216; B. Miller 791 (323); B. McAlpine 748 (289); D. Olford 684 (239, 225, 220); J. Scaletta 651 (235); D. Erickson 268; H. Bingham 255; B. Schmuk 245; B. Orum 241; F. Philpott 235; E. Smith 237.

We are sorry to hear that Dave Mackie is back in Grace Hospital and certainly hope that it won't be for long.





Top: Mr. J. M. Brown, Miss B. Hulme. Second Row: Mr. W. Blackstock, Mr. E. Grimes (right) with Mr. A. Bowman.

Retirement Honours to These Eatonians

JOHN M. BROWN

Assistant in the General Office for many years, Mr. Brown started his retirement on February 4, within a few days of a full 40 years' service. A New Brunswick Canadian, Mr. Brown is an army veteran from World War I.

In his honour, on Friday, February 3, a dinner party was held at the St. Charles Hotel, retired G.O. friends being among those present, when he was presented with a lounge chair and personal gifts. On the Saturday, John was presented with a "Pal-o-Pak" travel bag by the senior men in the office and also received personal sportswear gifts; and the Assistants' Association presented him with a sports jacket.

Happy years, John, and take time to put those sports clothes into active use; you'll have lots of time, too, for your gardening — and a rest in the chair after!

MISS B. HULME

Twenty-eight years of Eaton service was the record of Miss Beatrice Hulme, Dress Department, when she retired on February 8. Choosing New Orleans and its Mardi Gras as the first stopover on her trip to Miami and Nassau, Miss Hulme started out gaily on February 9 to enjoy well-earned leisure.

On the eve of her departure, Bea was the department's guest of honour at a delightful dinner held at Moore's. A corsage of roses and carnations marked her place at the table; and on behalf of those present, Miss E. French made the presentation of a three-piece set of blue Skyway luggage. Numerous individual gifts and good wishes were added by many friends throughout the Store.

Miss Hulme will be greatly missed by all who have been associated with her, but the memory of her charm and kindly sunny nature will remain with us. Our very best wishes go with you, "Hulmie," and we hope that you will sometime "think on us" as we shall often surely think of you.

WILLIAM BLACKSTOCK

With a splendid record of almost exactly 40 years with the Company, Mr. Blackstock retired on February 4. A County Armagh Irishman, Bill had been with the M.O. Packing sections all his service and is a veteran of the first world war. We notice from "the record" in our magazine that Bill likes gardening and motor travel, is a church worker also, so his leisure will find him well prepared both to relax and to pursue his likings.

His parting gift from the department fund was a radio, and from his associates he also received a club bag, with everybody's sincere wishes that they bring him both use and pleasure.

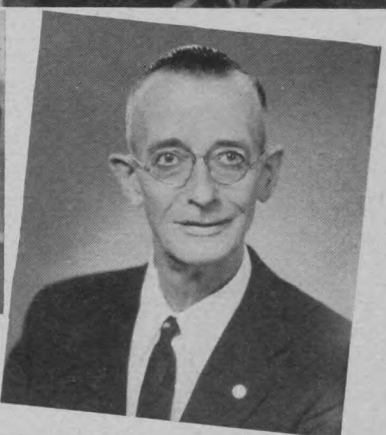
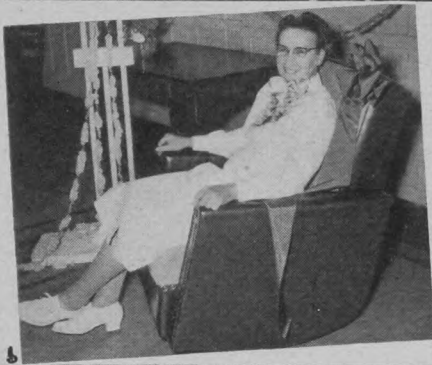
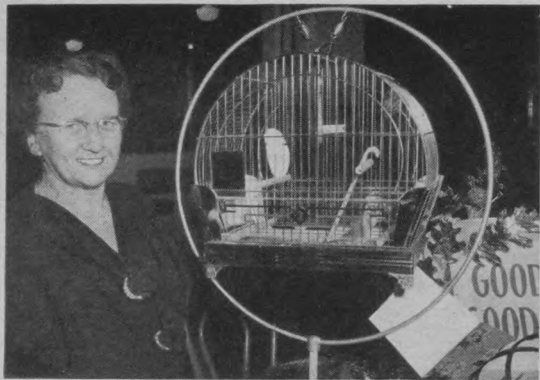
EDWARD GRIMES

On February 1 members and former members of our department gathered at the St. Regis Hotel to honour Mr. E. (Teddy) Grimes, inspector of elevators, at a dinner and dance on the eve of his retirement after over 35 years' service with Eaton's.

Mr. Anderson was the very able master of ceremonies and introduced the guests at the head table. Mr. A. Bowman congratulated Teddy on his long and valuable service with the Company, and on behalf of the gathering, presented him with a Gladstone bag. Mrs. Grimes was presented with roses by Aldous Brow.

A highlight of the evening was Mr. Anderson's poem dedicated to Teddy and read by Mr. Bowman, telling of his life in England and Canada and his service in Eaton's. Following the dinner an enjoyable evening was spent dancing to music provided by Gordon Grimes.

On Saturday morning, February 4, the day of his retirement, the department gathered informally to honour Teddy and Mr. A. Bowman presented him with their gift of a chime clock. All join in wishing Mr. and Mrs. Grimes long years of health and happy leisure.



Shown above left to right and down: Mrs. Mary Davey, Miss H. Goodman, Miss Bessie Forbes, Mr. W. G. Stevens, Miss A. Patenaude, Mr. H. J. Heard.

MISS BESSIE FORBES

A career of close to 26 years with the Company came to an end for the popular and vivacious Bessie when she retired on February 4. In charge of the Caretaking ladies, she had been, as Mr. Tom Giles expressed it, always "Bessie-on-the-spot" whenever service, special or routine, was needed. She would be missed, said he, all over the Store, and he thanked her very gratefully for having been so loyal and capable a help to the department.

On the morning of her last day, February 4, Miss Forbes was honoured at a gathering of Caretaking, Receiving and Watchmen. Decorated with a gorgeous corsage and presented by Mr. Giles with the lovely lounge chair in which she's shown seated, gift of her co-workers, she was given a hearty vote of thanks all around and showered with best wishes from her scores of friends.

"Glad to take a rest," said she—and we all wish her very, very happy and healthful leisure.

WILLIAM STEVENS

The M.O. Packing and Assembly lost another long-service man when Mr. Stevens—also a veteran of World War I—"signed off" on February 4. His 38 years' service had been with the same department—which department itself, of course, has seen numerous rearrangements and amalgamations in Bill's time. He was widely acquainted, and numerous gifts marked the good wishes of his colleagues.

From the department fund a radio was presented; from Third Floor personnel, a sports coat; a Gladstone bag was the gift of the Second Floor personnel, while the M.O. Packing office staff presented sportswear, table linen and stainless cutlery. So to both "122 Williams" (Blackstock and Stevens) we say every health and happiness for your leisure years.

(Continued on Page 13)

Two Managers Honoured on Retirement

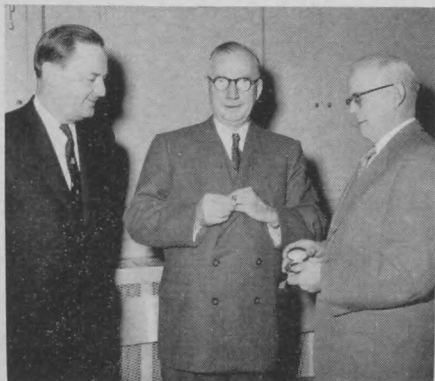
Mr. A. L. Osborne, M.O. Merchandise manager — recently feted as the west's first 50-year Eatonian; and Mr. C. R. Graham, Women's Footwear manager, with 42 years' service, were honoured at a reception by executive and managers on their retirements March 1, at the Fort Garry Hotel.



Mr. C. R. Graham

"Getting Out of Harness," said Mr. H. R. Screaton, chairman of the occasion. "These two gentlemen have had a long hard pull and now are going to ease their shoulders." Mr. B. C. Sutherland read the many messages for the guests of honour received from every corner of the Eaton organization in Canada, New York and overseas, and from business associates in their fields.

Mr. R. M. Pinfold, speaking for Winnipeg management and all present, said that every felicitation just conveyed to these Eatonians was heartily endorsed by colleagues here, and added that our sincere hopes for happy leisure went with them. "We will indeed miss them, and are proud of their service."



Mr. A. L. Osborne

To Mr. Osborne he then presented an illuminated address from the directors commemorating his service and his being the first to achieve 50 years in the west. This contained the signatures of the directors and of every Mail Order buyer and others who worked with Mr. Osborne in getting out Eaton's catalogues.

On behalf of Winnipeg executive and managers, Mr. Pinfold next presented gifts: to Mr. Osborne a silver tea service, and to Mr. Graham, a television set.

Responding, Mr. Osborne said he had been honoured recently at so many events he was really overwhelmed. In leaving, he would just say he had always given of his best and hoped it had been of some help to the Company. The work was being left in good and younger hands, and he wished them every success.

Over 40 years with Eaton's, and 50 years in the shoe business, said Mr. Graham, had been very happy ones with him. He was thankful for the kind messages and the gift, and in turn thanked everybody also for being such a grand bunch to work with. His one thought for the younger men following would be: "Work well with those associated with you in the Company, you'll always find them ready to help and advise."

At a meeting of Mail Order management and assistants on his retirement morning, Mr. Osborne was the recipient of a gift of a solid gold ring, with his initials in raised white gold, Mr. F. G. Muirhead and Mr. E. G. Rogers doing the honours as shown; and that evening an intimate gathering of his office colleagues and their wives was held in his honour at the home of Mr. and Mrs. K. Barling.

(Continued on Opposite Page)

Eatonians Honoured On Retirement—Continued

MISS ANTOINETTE PATENAUE

On Thursday, February 2, the staff of the City Advertising and Art Departments gathered at Llentrad Harbour to honour "Miss Pat" prior to her retirement on February 4.

The guest of honour was presented with a pretty corsage of white gladioli. Guests at the head table included Mrs. Bourbonnais (sister of Miss Patenaude) and Mr. John Ellis, retired department manager of City Advertising. After dinner Mr. John Bruce, manager, introduced friends and associates who had worked with Miss Patenaude during her many years with the Company.

Mr. Ellis quoted a remark once made to him concerning the guest of honour—"She's a peach!"—a brief but complete summary of "Miss Pat's" personality. Miss Patenaude began her career with Eaton's over 35 years ago in Cashiers of the Mail Order. On March 11, 1921, she joined the staff of the City Advertising Accounting Section and has been "keeping the books in order" since that time.

At the close of festivities, Mr. Bruce presented Miss Patenaude with an occasional lounge chair on behalf of the department. On Saturday, February 4, her desk was covered with gifts and cards expressing the good wishes of friends and co-workers. Her gift from the department was a china table lamp. Lending sweetness and colour, were two bouquets of red roses from the staff and business friends.

Miss Patenaude is looking forward to her future leisure and will enjoy having more time to spend in charitable and church work, travelling, and maybe a few extra bridge games.

H. J. HEARD

Over one hundred friends and acquaintances gathered on January 28 in the St. Vital Legion for a surprise party for Mr. Jim Heard in honour of his retirement. It was a success as he was completely "bowled over."

Mr. J. Meyers presented to Mr. Heard, on behalf of all present, a portable electric record player with some selections by John Philip Sousa's band, and thanked him for his willingness and service in W70.

Mr. J. D. Wright also congratulated him and gave a few highlights on Jim's service with the Company. A good time was enjoyed by all.

On the Wednesday morning, February 1, his official day, Mr. Heard was presented with

numerous personal gifts. Also Mr. Meyers presented, on behalf of the department, some added selections of Jim's favourites for his record collection. Good health and happiness is wished by all for him and his good wife.

MISS AMY SMITH

On Saturday, February 4, old friends and fellow workers gathered at the St. Regis Hotel for breakfast, to do honour and say farewell to Miss Amy Smith. Mr. W. E. Curry, department manager, said that Amy had worked in the Catalogue Distribution Department for 43½ years and that her loyalty to the Company could not be passed without notice. He also mentioned that she had the longest service record in the department.

Mr. Curry then presented Miss Smith with a beautiful hand bag on behalf of those present and hoped that she would have more time for her pastel painting; also for the trips that she enjoys so much. (May they be many through the years to come, Amy!)

Her retirement gift from the department was an electric fry pan, and during the morning Amy received many personal parting gifts all wishing her many happy years ahead.

MISS HELGA GOODMAN

Miss Goodman, who retired on February 1 after 14 years' service in the Women's Garment Alterations Workroom, was honoured at a department party previous to her departure. Miss K. Waywood department manager, expressed her own and colleagues' sincere appreciation of Miss Goodman's fine service. On behalf of her co-workers, Mr. N. Bating, manager, presented Helga with Evening Star flatware and a beautiful gold-leaf bracelet, with all good wishes for happy, healthful leisure.

MRS. MARY E. DAVEY

Mrs. Davey retired on February 1 from the M.O. Cashiers after ten years' service. Owing to the sudden death of Mrs. Davey's husband on December 25, no celebrations were held, but the department gift on Wednesday, her retirement day, was a blue budgie bird, with cage and stand as shown on Page 11. She was also presented with a smart travelling umbrella, and many other personal tokens of regard adorned her desk amid the best wishes of her many friends for her well-being in the future.

MR. C. R. GRAHAM

(Continued from Opposite Page)



A party was "sprung" on Mr. Graham at his home on the previous Wednesday night, attended by his department staff and their wives, and by special guests Mr. and Mrs. G. Travers, Mr. and Mrs. P. Carter, Mr. and Mrs.

N. Phillips, Mr. and Mrs. D. Sproat, Mr. and Mrs. W. McCormack. At this time Mr. Graham was presented with a wrist watch on behalf of the assembly, and several novelty gifts including the "giant" token wrist watch shown in the photo.

To both these staunch Eatonians, all our best wishes for health and happiness.

LONG-SERVICE ANNIVERSARIES

March 15 - April 15

FORTY-FIVE YEARS

Miss I. D. Morris, Stock Audit.....April 7
Arthur Farrier, M.O. Packing.....April 8

FORTY YEARS

Miss E. Sim, M.O. Linens.....March 20
(To be celebrated March 23)
J. H. Merrett, M.O. Adjusting.....March 25
Samuel McCallum, Sporting Goods.....March 29
Miss S. Lancelin, M.O. Copying.....April 13

THIRTY-FIVE YEARS

D. Belanger, Men's Furnishings.....March 21
Miss R. Wilson,
Grill Room Bakeshop.....March 21
P. H. Smith,
Winnipeg Buying Office.....March 28

Miss M. Gallaher, M.O. Jewellery...April 15

TWENTY-FIVE YEARS

H. S. Ross, Basement Piece Goods...March 16



Scenes at Representatives' Annual Dinner

Shown above—Various groups caught by the cameraman at the social evening. Head table guests, left to right of picture, were: V. Fotheringham, secretary; Mr. W. B. Bemister, past president; Mr. H. R. Sreaton, assistant Store superintendent; Mr. R. M. Pinfold, assistant general manager; Mr. Bert McLeod, president; Mr. B. C. Sutherland, Personnel manager; Miss F. Tease, recording secretary; Mr. E. G. Rogers, M.O. Operating manager. Mr. McLeod is also shown addressing the gathering.

Eaton Employees' Charitable Fund

Department Representatives Entertained

The Grill Room on the evening of Thursday, February 9, was the scene of the annual dinner and entertainment tendered by the Company to the Eatonians who so competently perform a dual role. They carry on the never-ending and very important task of keeping in touch with their colleagues to see that nobody is missed in being offered the opportunity of contributing regularly—and as generously as possible—to the Charitable Fund. They also serve as department reporters in notifying the Welfare Office of illnesses, bereavements and other emergencies which affect their departments' staffs.

As is usual, a very delicious full-course dinner was first on the evening's events, and received the enthusiastic gastronomic attention it deserved! Then the chairman, newly elected President Bert McLeod, introduced the head table guests. Following this, he called on Mr. R. M. Pinfold to address the gathering and said that through him, on behalf of all those present, he wished to convey thanks to the Company for this pleasant "evening out."

"A Job Well Done"

Responding, Mr. Pinfold said that he was offering no long discourse, that he wished to say, simply and sincerely, that the Company was glad of this opportunity to say once again "Thanks to all, for a job well done." It was very evident, he said, from his perusal of the minutes of the Fund Committee meetings, and the report of the committee, that the job had indeed been very well handled and that the "Joy of Giving" had been made available to each and every Eatonian by the good work, day in and day out, of the department representatives.

"Very Valuable Help"

Mr. B. C. Sutherland, from the standpoint of the work done by them as Welfare secretaries, said he wished to express his pleasure at being invited to the dinner party—a meal always so good that we look forward to the next like it—and also to say "Thanks, in appreciation of the good work done."

The department secretaries are the front-line workers; their prompt and careful attention to the work of sending all necessary reports and information to the Welfare Office, so useful in administering the Hospitalization and Medical plan, is very valuable, said he.

As to the Eaton Employees' Charitable Fund, it is outstanding in conception and performance, and he could assure them that Company officers are very much aware of this splendid Winnipeg Fund organization.

It is nice to be able to meet in such a pleasant and companionable way and to get to know each other. So that the people with

whom they dealt need not just be names. Mr. Sutherland then called on the hospital and visiting nurses, and the people present from the Welfare, Medical and Hospitalization Offices and introduced them by name to the gathering.

The chairman then called on Mr. Vic Fotheringham, the Fund secretary, to "carry on," which he did, with a very enjoyable program of entertainment which was led and "M.C'd" by the popular Len Andree, and which included Margaret Reid in song and tap specialties, accordionist Dave Jandrick, and "our own" Blue Sisters, Marie, Lydia and Ollie Bohatko, accompanied by J. Gillies.

EATON MEN'S CURLING CLUB NEWS

By W. Hogg

GROUP ONE—Last half of fourth round is cancelled. Final groupings will be made on standings to date and the rinks will then move into the prize round.

The race for club championship will go right down to the wire. Collins is at the top with Wilkinson, Mellis and Hay right on his heels. Lentle and Smith are a game further back but could still catch up.

GROUP TWO — Chalmers looks like an easy win here—undefeated so far. The nearest rival, Jephson, has a 7 and 4 record and Halderson 6 and 4.

GROUP THREE—McClure is going well in this group with 9 and 3 record. G. E. Ramsay 8 and 2 and R. Ramsay 6 and 5 could catch up.

GROUP FOUR — The big news here was the upset victory of McKenzie over Collins. (Collins' first loss of the season.) Collins, however, is well in front with 12 wins, 1 loss. The next best are Sutherland 10 and 4 and Hogg 9 and 4.

The McGee Cup competition is down to sixteens and so far no upsets to report.

The week-end mixed group reports the rinks are all well matched and every draw an interesting one.

**NOVELTY MIXED BONSPIEL NOW
STARTED. NEWS NEXT ISSUE.**

* * *

Sorry to report President Dave Mackie has had a mild set-back. We are all hoping to see you back on your feet again again soon, Dave.

Departmental News from the Store

BASEMENT STORE

Foodateria—By Ruth Berg

Two of our girls received lovely diamonds last month. Elvira Thiessen received her ring from Al MacDonald; Lorraine Normand her ring from Archie Stamm. Congratulations!

We are glad to see Stella Gilleta and Mae Green back at work and feeling better now.

Basement Piece Goods, etc.—By J. McIntosh

Congratulations to Sylvia Thomson of our Stockroom who received her diamond from Eddie Remple on February 24.

Basement Shoes—By E. Charman

Best wishes for a speedy recovery to Mrs. Evelyn Peeler away ill for a considerable time. Hope to have you back real soon.

Our heartfelt sympathy goes out to Margaret Ingram in the recent loss of her brother.

* * *

MAIN FLOOR

Men's Furnishings—E. Johnston

Salute to a Champ

Wandering through the Arena,
We came upon a sight:
Pictures of hockey players,
Their faces full of fight.

They were the famous Falcons,
Champions of the World.
Many years have passed away
Since down the ice they swirled.

Among those stalwart champions
A well-known face appeared:
'Twas our own Bobbie Benson,
A champion Winnipeg reared.

When hockey days were over
To 2-2-8 he came,
Where presiding o'er the underwear
He's still right in the game!

Our bass viol virtuoso, Jimmy Carter, played with the Winnipeg Symphony Orchestra in their recent concert on February 9. It was a wonderful experience to share this successful event with so many fine musicians, he says—would like to find a few more Eatonians around him from the many good musicians on the staff.

Drugs, Workroom, Cameras—By C. O'Kelly

Margaret Porter, Camera Counter, has recently acquired a beautiful diamond for that important finger. We wish her much happiness and are glad she does not plan to leave us too soon.

We wish to express sympathy to the family of Mr. Mousseau, Camera Counter, on the recent passing of his father-in-law, Mr. Leveque (retired Eatonian).

We hear that Mrs. Weston, wife of Vic Weston of Photo Studio, was quite seriously injured in a recent bus-car collision. We wish her speedy recovery.

Books and Stationery—By M. C. Lawton

On Saturday, February 11, we gathered to say good-bye to Eleanor Jenkins who is making a career of housekeeping. Mary Scorer presented a black leather handbag from the girls in the Books, and Mr. Freeman a blue cardigan sweater and earrings from her fellow workers in the department. Our very best wishes for the future, Eleanor.

Una McKenzie went to the ski meet at Port Arthur and reports a very good time but the weather was cold and windy.

Our deepest sympathy to Margaret Fleming on the loss of her grandfather, and to Lois Ingram on the loss of her cousin.

Jewellery and Hand Bags—By J. R. Firth

We are pleased to welcome Miss Doreen Bain, a new member of our Hand Bag staff.

The girls of the Jewellery and Hand Bag Departments gathered together on Wednesday, February 22, in honour of Miss Gladys Stanley, whose marriage to Mr. W. Frain took place on March 10 in St. Stephen's Anglican Church. It was a happy evening and Gladys was presented with some lovely Revere ware for her kitchen. Much happiness, Gladys.

Mrs. Vera Bowerman of our Gold Counter, had a nasty tumble which resulted in an embarrassing black eye but is fine now.

Miss Winnie Lord has been busy running back and forth to St. Boniface Hospital where her mother is convalescing after a fall which resulted in a broken leg. Winnie's mother, now 86, is coming along nicely, glad to say.

Belated congratulations to Mr. and Mrs. Don Wilson on the birth of a second daughter December 13, Debra Elizabeth, sister for Sharon Ann.

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SECOND FLOOR



Personnel—By R. Laidlaw

A glimpse of the head table at the complimentary breakfast to Mr. Bill Gray on his 25th. Guest E. G. Rogers voices his appreciation of Bill's friendship, dry wit, courtesy and co-operation while M.O. Advertising manager, and laughingly explains that it took him quite a while to find out that the Bill Gray he knew at work and the Ewart Gray known to Mrs. Rogers' family over many years, were one and the same chap! Ken Smith, left read the many messages, including a tribute with poetic verse, from former editor Bill Hurlbert. Others shown in order: Mr. R. Laidlaw, chairman; Mr. Gray, Miss Hancox, Mrs. Gray, Mr. B. C. Sutherland.

* * *

THIRD FLOOR

Hardwares—By H. Smith

Belated engagement congratulations to Helen Reeves and Ron Noble, also to Pearl Kuz and Tom Mulvihill.

Our heartiest congratulations to Mr. Jack Fisher on his recent appointment as assistant manager in M.O. Hardware. We all wish him every success in his new job.

Our deepest sympathy goes out to Roy Williams whose mother passed away February 23.

Sporting Goods—By D. McGhee

Glad to hear that Joan Wasney is now convalescing at home after her illness. We hope to have her back soon.

Sorry to report that Ernie Tachan had a bad fall in curling and dislocated his shoulder. Hope he will be well again by the time Contacts is out.

Deepest sympathy to Arnie Creak in the loss of his mother.

Meats—By Hilda Mensforth

Congratulations to Mr. Joe Cook on the arrival of his second grandchild in Vancouver February 15. Proud parents of the baby are Mr. and Mrs. Roy; also to Mrs. A. Dawson on the arrival of her first grandchild on February 28; a son, Allan Scott, to Mr. and Mrs. Walter Dawson (nee Sadie Scott, formerly of 222 Department).

We are pleased to have Billy Harrison and Jay Walker back with us after recent illnesses.

Congratulations to Mrs. Rose Abbott for winning a \$100.00 first prize in the Free Press Jumble Contest, week of February 24.

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FOURTH FLOOR

Lingerie—By B. O'Brien

The biggest news from the Lingerie Department was the severing of the "Bra's and Foundations" from Department 209 to the brand new Department 609. For us who work in this busy section, 209 will always hold a great deal of affection. Though small in size, we intend to make 609 one of the best departments in the Store.

Mary Moore, M.O. Inquiries, Kay Shores, M.O. Postal, and Florence Goldie, Millinery, formed an "executive foursome" skipped by our own Kay Chisholm in the annual Ladies' Bonspiel. Their rink advanced into the semi-finals of the Grain Exchange event when their winning ways came to an end. The entire department was behind our skip all the way and takes this time to congratulate her on a job well done.

Women's Furs—By E. Turner

We were all quite excited when Anne Voisey returned from lunch on January 17 sporting a lovely engagement ring, but we were all bowled over when she announced that she was to be married quietly the following Wednesday, January 25, at 3 p.m. Congratulations and best wishes to Anne and Cyril—now Mr. and Mrs. Creed.

Mrs. Grace Hirt made a quick trip to her home in Scotland by air, "taking off" the 13th of February. We all wish her a pleasant holiday time and a safe return home.

We have lost a stalwart in Helga Goodman from the Fur Repair and Alteration Section, Helga retired on February 1 and we will miss her. We all hope that she will enjoy her new life of leisure, but we do hope, too, that she will drop in now and again to see us.

We are sorry to report that our Mr. Dave Patterson is away ill as we write. He was operated on in January and was on the mend when complications began and he had to return to hospital, but we are happy to report that he is now at home and feeling much better. Hurry up and get well, Dave, we all miss you. (Where have you hidden the "whip"?)

Coats and Suits—By M. Bowen

In honour of Mr. Graham Scrivener who has recently been transferred to Boys' Wear, our staff entertained at dinner in the Airport Hotel on February 9. Mrs. Scrivener and Harvey Scrivener also were guests, while retired members of the staff and associates from the Garment Workroom joined in honouring Mr. Scrivener.

An excellent program was convened by Mrs. Nora Scott and Mrs. Helen Kane. The toast to the guest of honour, "The kind of boss that everyone would like to have," was given by Mrs. M. Bowen.

Miss Eba Cummings gave a short address and Mrs. Scott highlighted the evening with a poem on the happy association through the years between Mr. Scrivener and his staff.

Mr. Alf Chalmers, on behalf of the staff, then presented Mr. Scrivener with a table lamp.

FIFTH FLOOR

At the stag party held by Charlie Schmidleiner for Mr. George Fox on his 35th anniversary, Melvin Heidrick was also the recipient of a Snorkel pen set, token of regard from his colleagues on his quarter-century recently celebrated.

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SIXTH FLOOR

Carpets, etc.—By Gladys McLean

We are proud of May Parker who bowled the high three games February 14, also of our Joe Green who is bowling very well this year. Joe's team has won the first and second series. Keep it up and win the third!

Sorry to report Eileen Ferguson away ill at time of writing. Hope you will soon be well again, Eileen, we are missing you very much.

Draperies—By H. Pilling

Before Store opening on Friday morning, February 24, presentations were made on behalf of the department by Mr. J. A. Price, to two members of our staff who have left us for other positions in the Store.

Mrs. Elsie Brownridge received a Coleman picnic cooler and Mr. Syd Reid, a lighter. We wish them both much success.

Also congratulations to Syd Reid on the birth of his new baby daughter.

We wish Mrs. Willems early recovery from her fall on the slippery street.

Deepest sympathy to Mrs. Finn, whose sister died February 19.

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SEVENTH FLOOR

Radios and T.V.—By R. Leier and D. Morham

Related congratulations are extended to Mr. and Mrs. C. Brusegard on the recent birth of their baby girl, Cathy-Maureen (7 lb. 6½ oz.).

Stock Audit

Harry Reid is a proud father these days — and no wonder. His daughter Frances scored a great triumph in the recent production of "Dream Girl" by the Winnipeg Little Theatre. Said the Free Press critic: "The title role is a challenge to any actress and there are few girls who could have handled it in the masterly fashion of Miss Reid. Not only did she grab the audience from the start, but she was on stage throughout in an exhausting and varied part—parts one should say—never letting the pace lag. 'Tip of the hat to Frances Reid.'"

Frances herself was for a while an Eatonian before going east to gather the impressive array of degrees she has in Arts and Pedagogy. Expert at Latin, French and English, she has now added these theatrical laurels to her distinguished career. Yes, a "tip of our hat, too," from Eatonians, Frances!

* * *

EIGHTH FLOOR

General Audit

On Saturday evening, February 11, the staff of the General Audit and their wives took part in the annual office curling bonspiel for the Dickson trophy which was held at the Eaton Curling Club. After the smoke had cleared away it was found that the rink composed of Mrs. Len Schultz, Jim Black, Mike Procak, with Bob Ferguson as skip, had won the trophy and prizes donated by Mrs. Jean Dickson. This makes twice in a row for Bob. Congratulations, winners!

Budget Plan—By Edna Tamplin

Congratulations to Hilda Crawford who came in last week wearing a very radiant smile and a very lovely diamond ring. The lucky man is Mr. Jim Waters. Hilda plans on being married on the 12th of May.

Our very best wishes also go to Miss Paula Ogilvie who left on Saturday to become the bride of Mr. Neil Pope. The wedding took place in St. Matthew's Church on the 29th of February. On her leaving, Mr. Freeman presented Paula with a gift of blankets from the department and a set of Wearever pots from her section. Misses Ronnie Culitan and Adaire Connelly were joint hostesses at a linen shower in honour of Miss Ogilvie. Best wishes for a long and happy wedded life, Paula.

We were all very sorry to say good-bye to Jerry Nahorney who left for Toronto. Jerry's parting gifts were a lovely piece of luggage from the department and a travelling clock from her section.

We are very sorry to report that Miss Veria Busch is away ill, also Mrs. Rita Raiche who has spent some time in the hospital. Hope you will both soon be up and around again; we miss you, girls.

Glad to see Dorothy Teichroeb back on the job again after a tonsillectomy.

Women's Garment Alterations—By H. Sawka

Best wishes for happiness and good health to Helga Goodman who retired from our staff on February 1.

Sorry to hear Mrs. Massier and Miss Meyer are away on account of illness. Hope they may both be back with us when this appears.

We were deeply shocked to hear of the sudden passing of our old friend Max Geller, so recently retired. Our heartfelt sympathy to Mrs. Geller and the family.

* * *



ELEVATOR UPS AND DOWNS

By Aldous Brow

To Ted Grimes, our colleague now retired, all our best wishes for years of good luck and happiness.

Here is a picture of Teddy surrounded by us girls the morning we wished him good-bye. Also a "shot" taken at the hotel party mentioned in Mr. Grimes' retirement news, showing Mr. Bowman, Miss Brow, Mrs. Grimes and Mr. Grimes.

To Mr. Robert (Bob) Morrow our new inspector, who has been with Eaton's 44 years, we wish the very best of success in his new position.

Nice to have Tom Spearing and Dick Conway back with us after recent illnesses. Sorry to report that Frank Donald of our night staff is a patient in Deer Lodge Hospital. Our best wishes for a speedy recovery, Frank.

To Bill Lockhart, a new member of our night staff, a big welcome. May your stay with us be a pleasant one.

Eighteen

Provision Order Board—By Anne Atkin

Welcome to two new members of our staff, Diane Bell and Sharon Edinborough.

We hear Mrs. McGregor will be back to work during March after her long session of repairing a broken ankle. Your desk is dusted and ready for use Verne; nice to see your cheerful smile again.

Celia Kendal has returned from a pleasant winter vacation in Arizona, sunny California and Mexico. While in Los Angeles she visited Nora Leslie who is fine and sends her regards to all.

Congratulations to Ruth Gordon who became a grandmother February 29. Mother and son are doing fine, thank you.

Sorry to report Emily Donovan and Edythe Course are still away ill as we write.

Glad to say Jean Vale, Mary Wade and Frances (Frankie) Moyses are with us again after recent illnesses.

Cindy Willison on leaving, was presented with a gift by Mr. McIntyre on behalf of the staff. Our best wishes to you, Cindy, for the future.

Sales Audit and C.O.D.—By Pat Giles

Wedding bells rang out on February 11 for Lorraine Muloin who became the bride of Don Wahl at St. Edward's Church. Before she left, Mr. Croft presented Lorraine with a bathroom hamper and bathroom scales on behalf of the department. A miscellaneous shower was held in her honour at the home of Gwen Wilson. Co-hostesses were Helen Holmes, Joyce Whyte and Gwen Wilson.

We are sorry to hear that Doris Zeke is still away ill. Hurry and get well, Doris.

Welcome back to Pat Dick who returned after a lengthy illness.

We were sorry to hear of the passing of Mr. R. Anderton. Our deepest sympathies are extended to Mrs. Anderton and family.

* * *

Printing Department—By M. Torrance

Congratulations to Mr. and Mrs. R. D. Graham on the birth of a daughter, Valerie Roberta, born February 14 in the Maternity Pavilion. Valerie weighed 6 lb. 8 oz.

It was with a feeling of deep regret we received the news of the passing of Mr. E. Leveque, a retired member of our staff. Eddie passed away Wednesday, February 22, in his 71st year.

Heartfelt sympathy is extended to Miss Norah Salter in the loss of her father.

Cheerio, Mr. Wiley! Hope you are feeling better and on the way to speedy recovery.



Our sincere sympathy is extended to Mr. A. Hamilton and members of his family in his recent bereavement.

In the Mail Bag

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

Hurrah! Another "sparkler"! Hearty congratulations are extended to Miss Evelene Parks. Evelene received a beautiful diamond from Clifford Haycock recently — wedding bells to ring early in June.

Miss Evelyn Wiebe left on February 4 to be married to Mr. Frank Dube on February 25 at Deer Lodge United Church. Before leaving, Evelyn received a dresser set from the department fund and lace table cloth, pillow cases and bath towels from friends in the departments. We wish these newlyweds the best of luck.

Miss Jean Siatecki from 122A left us on March 3. We wish her the best of luck in her new work.

Congratulations to Mr. Moore on his 40th anniversary and all our best wishes to Mr. Stevens and Mr. Blackstock on their retirement.

We are glad to see Mr. Nelson back after his recent illness, but sorry to report that Mr. Fergusson is still away.

* * *

FOURTH FLOOR

Boys' Clothing—By M. Zarzycki

We are very sorry to report that two members of our "32 clan" are in sick bay:

Dave Brown is now convalescing in the Concordia Hospital and we hear he is coming along very well.

Kay Derksen is now at home after being in the hospital for some time.

We all wish them both very speedy recoveries.

* * *

FIFTH FLOOR

Fifth Floor Curling Party Very Successful

Saturday evening, March 3, a happy crowd of mixed curlers from Fifth Floor departments met at the Eaton Curling Rink and staged a 'spiel, followed by a buffet supper. There were prizes to be won, and the participants had lots of fun on the ice and in the club room.

Drawmaster's job was competently carried out by Miss Ruth Hudson, and a committee headed by Bill Milford was in charge of arrangements. First rock was thrown by Tommy Dodds, with Fred McKenzie holding the broom in one hand and his famous pipe in the other. Prizes were presented by Mrs. T. Dodds.

* * *

SIXTH FLOOR

Household Linens—By J. Burns and F. Rogers

We are sorry to report that Mary McGowan and Alex Topp of 36 Department are absent through illness. We all join in wishing them a speedy recovery.

Beatrice Adamac has returned to work after a short hospital stay and we are pleased to have her with us again and hope that she continues to feel better.

M.O. Men's Clothing—By F. Paget

The girls of the department held a bridal shower for Doreen Schmidt at the Homestead. Miscellaneous gifts and a corsage were presented.

On behalf of the department Mr. A. Parker presented Doreen with a lovely floor lamp with all our best wishes and congratulations. Her wedding to Johnny Gullbeault took place Saturday, February 11, at the Church of the Cross.

Very nice to have a visit from Mrs. F. Eldse (Bette Schroeder), one of our former staff members. Bette is now a farmer's wife at Morris and has a baby son, Garth.

Our congratulations to Mrs. R. Brodie, formerly Yvonne La Fortune of this department, who had a baby girl recently.

Marie Kitchen is still away ill. We hope she will be back soon.

SEVENTH FLOOR

M.O. Budget Plan—By Janet Britain

Well, guess our department will just have to face it—Dan Cupid is here to stay! On February 1 Myrna Early walked in with an arrow through her heart and a sparkle on that all-important finger. The very lucky fellow is Jack Philpott.

On February 11 the office bade farewell to Dorothy McDermott as she left us to work in the Wages Office. The girls of the department presented her with a beautiful dresser set. Do come back and see us at times, Dot.

It seems that for every good-bye we say there is always a hello. This month our "hellos" go to Jim Bradie and Jean Sturc. Jean hails from 116 Department. We hope that their stay with us will be both long and pleasant.

On our absentee list this month is Herman Pohl who has been away ill for some time. We have had some very interesting letters from him and everybody is anxiously waiting to hear from him again. Hurry and get well, Herman, we all miss you.

Women's Suits, Coats—By D. Wright

The department received a lovely surprise the morning of February 13, when Ruth Ellison arrived at work wearing that beautiful diamond engagement ring. The lucky man is Bill Rawdon. Congratulations!

(See Page 8 for Balance of 7th Floor News)

* * *

EIGHTH FLOOR

Catalogue Distribution, Salesroom, Inquiries

By M. Beck

We are glad to see Jean Atkins back at work after her long convalescence.

A few more girls have taken the marriage vows—Helen Kehler on January 20; Daisy Goldhawk on January 21 and Mona Bradbrook on February 10. All our best wishes for wedded bliss.

Ann Grywinski is now wearing a diamond. Congratulations!

We are hoping that Josephine Ness will soon be back with us; also Steffie Sadoway and Margaret Babisky.

The department staffs wish to express sympathy to Mrs. Nettie Jones in the loss of her brother on January 17.

M.O. Copying—By M. Shepherd

We wish George Miller a speedy recovery and say "welcome back" to all those who are now with us following illness.

Congratulations to Bunny Millan who received a lovely diamond on February 10 from Percy Peterson.

Adjustments, Postal Investigation

By J. Baynes

A warm welcome from us all is extended to two new members of Department 118: Mr. Dave Mackie and Mr. Brian Hill who recently joined our staff.

M.O. Correspondence

By Susan Filteau and B. Hendry

We were sorry to say good-bye to Belle Terwin and Sylvia Hickingbottom on February 21. Best of luck, girls.

On February 25 Joan Frost received a lovely diamond from Bill Morrisett. Congratulations!

Congratulations to Maxine Henton who, on February 11, received a lovely diamond from Ken MacDonald. Wedding bells to ring on March 17 (the Seventeenth of Ireland!).

Who was the cause for the envious glances from the G.O. men? None other than our own Roy Sproat who was personally introduced to and given an autographed photo from Miss America.

* * *

NINTH FLOOR

Hosiery and Gloves—By May Scott

Our deepest sympathy is extended to Mrs. Violet Bieber in the loss of her mother.

WINNIPEG'S CHANGING SKYLINE

On Monday evening, February 6, well over a hundred of the members of the Assistants' Association met in the Grill Room to enjoy an excellent dinner and hear an outstanding address. Speaker was Mr. A. Campbell, vice-president and manager of the Western Division of the Dominion Bridge Company. Mr. R. B. T. Whitbread, manager of the General Office, who was also a head table guest, assisted Mr. Campbell by operating the projector.

The slides shown were taken by the speaker and effectively illustrated the address. The audience learned a great deal about the problems involved in the steel work which is the basis of modern construction. Mr. Campbell showed and described his Company's construction of the Winnipeg Arena, the Midtown Bridge, the Dayton Building and many other projects of 1955—the biggest year in the history of the Dominion Bridge Company in the west.



The company, said the speaker, does not just "make steel" but rather fabricates it for use in construction. There are four steps in putting up a building: the designing, the detailing, the fabrication and the erection—and Mr. Campbell's company is concerned in all these. The difference between later construction and that of fifty years ago was graphically illustrated by referring to the contrast between the Eaton store and mail order buildings. Mr. Campbell's Scottish wit repeatedly aroused laughter and the whole lecture was much appreciated.

Mr. L. Waddell, president of the Association, thanked the speaker.

Shown above—The speaker of the evening, Mr. A. Campbell. At left: Scott Marshall, past president; Mr. R. B. T. Whitbread, Mr. Campbell, Lloyd Waddell, A. A. president; Ian Wood, Ruth Spurway, Jack Day.



DEPARTMENT NEWS

(Continued)

Candy Factory—By Martin McLean

Congratulations were received by William Adamson on the occasion of the birth of his son, Douglas Wayne, on January 5 at St. Boniface Hospital. Douglas weighed in at 6 lb. 14½ oz.

Also by Martin McLean who became the proud papa of a baby girl, Janet Etta, at Grace Hospital on February 1, weighing in at 10½ lb.

We all extend to Miss Margaret Herring a welcome back after her session in the hospital. We trust you will regain your strength and will soon feel much better, Marg.

* * *

LIGHT, HEAT AND POWER

By J. G. Anderson

Each year we have a curling "do" among the Engineers.

To supple up our stiffened joints and end our "ageing" fears.

We do not play the game to win but only for the fun.

And then we have a social night when all the curling's done.

We take our wives along, of course, to laugh at all our tussles—

And see just how their loving spouse develops those big muscles.

And when the "Roarin" game is done they serve us tea and crumpets.

Then listen to the winning team a-blowing on their trumpets.

C. Vincent won the topmost prize with all his curling capers.

The "Press" enjoyed it very much so put it in the papers.

John Feschuk was a runner-up and Roberts came in third.

While Petlack took the final prize and didn't say a word.

Stan Carr he played a noble game and so did Newton, Jack.

The rocks went up so very fast we thought they'd not come back.

Our Jack McKay, he saved the day, a-wearing kilt and sporran,

While Jean, his wife, was the party's life, at tea and coffee pourin'.

A "do" like this is very fine, no matter what the weather.

Where men can join in healthy sport and learn to play together.

If all the world could play like this and have such good relations,

We soon could close and bar the door of the United Nations.

* * *

ALEXANDER AVENUE WAREHOUSE

Box and Bag Factory—By Ivy James

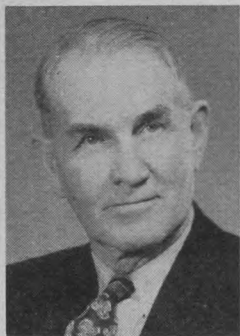
Congratulations to Mr. and Mrs. A. Gervais on the birth of their son, Jerome Arthur, February 27, in St. Boniface Hospital. Mrs. Gervais was formerly Nellie Lamecha of the Box Factory office.

We extend our sympathy to Mrs. Marge McPhail in the recent loss of her father.

WHO'S FOR TENNIS—and other games?

Ask Mr. McPherson, Employment Office, about advantages possible to Eatonians in joining Canoe Club activities.

Eatonians "In The News"



Contacts was glad to learn of the distinction gained by these two—one for distinguished sports achievement, and the other for business distinction:

R. (Bobbie) BENSON

(Left.) Active in Winnipeg hockey history even before he went overseas in the Great War, this Eatonian is now in the new Hall of Fame at the Arena, as a defenceman on the famous Falcon team which won the World title in the 1920 Olympic games. Just as famous in the minds of all sport fans was the historic struggle leading up to this when Falcons edged out another marvellous team, the Selkirks. We could be opinionated, of course, but feel we've "never seen the like since!" Congratulations, Bobbie!



G. W. TIPP

(Right) Mr. Tipp, in charge of the Men's Custom Tailoring, won distinction at the Garment Exhibit, 76th Annual Convention, The Custom Tailors and Designers Association of America. This was held in January at Toronto and Mr. Tipp won two Award of Merit blue ribbons. One was for a single-breasted shawl-collared tuxedo in the new mode in charcoal grey (can be seen in the Hargrave show-room). The other was for a smoking jacket in Lindsay tartan for a client. Both designed by Mr. Tipp and executed in Eaton's Custom Tailoring.

ANOTHER "JUMBLE" WINNER

MRS. ROSE ABBOTT, shown here, was another Eatonian who got into the local news in a very pleasing way, by winning a recent Free Press "Jumble" word \$100.00. Congratulations! We figure Rose should be sure of her choice of the best Easter bonnets this year!



17 BIRTHDAYS IN 72 YEARS

... that's the record of retired Eatonian HAROLD KEEPING (Elevators) as reported in the local press (with a big picture, too!). Harold was born on that odd 29th of February, so in spite of being a year older each 365 days, has had to wait until there's a 366th for an actual birthday. Bit late now, but anyway, "Happy Birthday, Mr. Keeping." Harold would have had 18 birthdays, but under the rules the century year (1900) didn't count!

EATONIANS HONOURED BY SCOUTS

At the annual meeting of the Manitoba and North-Western Ontario Boy Scouts' Council, Saturday, February 25, MR. GRAHAM B. SCRIVENER (manager, Boys' Clothing and Furnishings) was re-elected vice-president.

Also at this meeting, MR. T. M. MILLER, Eaton's Public Relations, was honoured by being presented with the "Scout Thanks Badge" and a citation which reads "In recognition of your courteous co-operation, always readily given in response to the many requests made by our Council."

* * *

MR. KEN SMITH, Staff Training Department manager, conducted a session on "Human Relations in the Office" for the Business Management Training Group of the Junior Chamber of Commerce.

* * *

"SPRING'S HAT STORY MAKES US FORGET ALL ABOUT THE WEATHER" ...

says the Winnipeg Tribune in reporting a talk by MISS WILMA BLOCHER, Eaton's Fashion Bureau Department manager. "Colour and fabric, with a trend towards rather larger, bulkier looks in hats. No matter what your preference, you'll find a hat you love this spring, whether it be the saucy scarlet wind-

swept cloche or the large 'shocking pink' tambourine." Miss Blocher also charmingly modelled the new creations. This was only one of numerous talks recently by our popular Bureau head.

Contacts, by the way plans to have a special "Spring Fashion Story" from our Fashion Bureau for next issue, as usual.

* * *

ANOTHER LEAP YEAR MARTYR to keep Mr. Keeping company, we see by the Bowling page, is young Ricky Firth, son of George Firth. He has had only two birthdays since being born on February 29 eight years ago!

* * *

ROY SOTHAM, of City Ads, got a very nice news notice on account of the excellent work done by himself and committee on the decorations of the recent Hucksters' Ball.

Also John Bruce, president of the Sales and Ad Club, and Betty Sparling, guest at the ball as Women's Ad Club president (same department), distinguished themselves — John as chairman, and Betty in a delightfully effective reply to the Toast to the Ladies!



CONTACTS

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Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS DEADLINE: END OF
PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg

Department W570—Sewing Machines:
MR. J. L. GRANT, assistant.

Department W53 — Hardware, Tin Ware,
Wooden Ware, Kitchen Ware, Gift Wares,
Bird Supplies, Building Supplies, Power
Tools, Gasoline and Kerosene Lanterns,
Gasoline Irons, Camp Stoves, Blow Torches,
Hand Washers, Garden Supplies and Lawn
Mowers:
MR. J. B. FISHER, assistant.

Department W210—Infants' Goods and Wood-
en Cribs, Children's Wear 2-6 years and
Children's Millinery 2-6 years:
MR. T. G. WEBSTER, assistant.

Edmonton, Alta.

Department E272 — Carpets, Linoleum, Oil-
cloth, Tile and Oriental Rugs:
MR. H. V. WILLIAMS, assistant.

Saskatoon, Sask.

Department S570—Sewing Machines:
MR. G. E. DAVIDSON, assistant.

Moose Jaw, Sask.

Budget Plan, Charge Account, Deposit Ac-
count, Revolving Credit and Contract Ac-
counts Offices:
MR. M. REID, assistant.

EATON LADIES' CURLING CLUB

By Peggy Johnston

Our representatives in the Manitoba
Ladies' Bonspiel came out with flying col-
ours in two events. Skip Kay Chisholm,
Lingerie Department; third Mary Moore,
M.O. Inquiries; second Kay Shores, M.O.
Postal Investigation; lead Florence Goldie,
Millinery, placed third in the Grain Ex-
change event.

In the Hudson's Bay event Hazel For-
rester, Women's Footwear, skip; Evelyn
Gordon, Sporting Goods, third; Joan In-
gram, M.O. Cash, second; Vi Benner, M.O.
Exchanges, lead; placed fourth. Congratu-
lations, girls!

SOUGHT—AND PAID FOR!

Suggestions and ideas paid for since our
winners' report of December, are:

Suggestions Accepted

Miss D. Slack, Staff Training.....	\$15.00
Mr. A. E. Williams, Bag Factory (two).....	5.00, 10.00
Miss M. Agnew, M.O. Exchanges.....	10.00
Miss E. Fletcher, M.O. Women's Shoes.....	10.00
Miss G. D. Thorsteinson, General Office	5.00
Mr. L. J. Pattimore, M.O. Packing.....	5.00
Mr. C. F. Baird, Night Watchmen.....	5.00
Mrs. E. Johnston, Fancy Goods Workroom.....	5.00
Mr. E. Shakespeare, M.O. Packing....	5.00
Mrs. F. Barnes, Candy Factory.....	5.00

Awards for Constructive Thinking

Miss C. Pacey, Staff Training.....	10.00
Miss W. Tolton, M.O. Packing.....	5.00

USE THAT SUGGESTION BOX NOW!

THE EATON ANGLERS' CLUB ANNUAL OUTING

Monday, May 21st
Train Trip to Shoal Lake

Other Trips Planned for Every Month
Except June

CLUB GET-TOGETHER PARTY

Friday, April 13, at St. James Hall

Anybody interested is invited to join the
Club or go on the trips. See J. Johannson.
Store Sporting Goods, Third Floor.

COMBINE BOWLING WIND-UP

is announced for Saturday, April 7, at the
Curtis Hotel, East Kildonan, at 6:30 p.m.
Mark the date, Combiners!

Meantime, Roll-Off is scheduled for Sat-
urday afternoon, March 24, at the Bowl-
drome. Spectators welcome — come and
give your friends a boost!

In Memoriam

MRS. SARAH MAY CRUIKSHANK

Member of the staff of Men's Furnishings, Mrs. Cruikshank also worked for a number of years in the Toy Department previously. She died Monday, February 6, at Grace Hospital. The popular "Sally" had been a member of the Eaton Ladies' Golf Club and the Oddfellows' Bowling League. To her husband Robert, her parents, brother and sisters surviving, goes the sympathy of all her Eaton friends in their loss.



ROGER ANDERTON

The news of the passing of "Rod" Anderton was received with sorrow by Eatonians. A long-service Eatonian who retired just two years ago, Rod was beloved by everybody who knew him. A member of Khartum Temple Shrine, member of the Masonic Order, and lifelong member of St. Patrick's Anglican Church, Rod passed away at the age of 66 on Saturday, February 11. To his widow, Lorina, son and daughter and two grandsons, we offer the deep sympathy of all his many friends in this organization.



MAX GELLER

Mr. Geller died suddenly on Saturday, February 18, at the age of 65, a few weeks after his retirement from Eaton's Garment Alterations staff. During his 40 years' service he made many friends among his colleagues. Born in Russia, Max had been with the Company here 40 years. He was a member of the North End Free Loan Association to which he devoted much of his spare time. To his widow, Dora, two daughters and two sons, and his eight grandchildren, go the condolences of Eatonians in their bereavement.



EDMOND LEVEQUE

Retired from the Printing Department since 1950, Mr. Leveque passed away Wednesday, February 22, in St. Boniface Hospital at the age of 71. He worked for the same department all his 35 years with the Company, and was a member of the Cercle Ouvrier. A son-in-law is Mr. Albert Mousseau,



Camera section. To Mr. Leveque's widow, Philomene, son, two daughters and two grandchildren, we offer the sympathy of his many friends in Eaton's.

CHARLES A. REYNOLDS

A shipper on the staff of Winnipeg Buying Office, Mr. Reynolds worked for the Company 20 years, until December last year. He died at the age of 59 on Monday, February 27. Veteran of both wars, with the Canadian Army and later the R.C.A.F., he was a member of Rivers Reunion Association, and attended the Atlantic Avenue United Church. To his widow Ethel, his son, and two sisters goes the sincere sympathy of Eatonians in their bereavement.



Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Father

Mr. Howard Baker...Light, Heat and Power
Mrs. S. Kornberger...Drapery Workroom
Miss S. McPhail...China
Miss N. Salter...Multi-Typing
Mr. J. Ramsay...Furniture Delivery
Mr. R. G. McKenzie...Washing Machine Service
Mrs. M. McPhail...Box Factory
Miss G. Encontre...Fifth Floor Restaurant Bar

In the Loss of a Mother

Mr. R. Stalker...Central Warehousing
Mrs. E. Smith...Shopping Card Assembly
Mr. A. Creak...Sporting Goods
Mrs. E. White...Notions
Mrs. M. Bowen...Coats and Suits
Mrs. V. Bieber...M.O. Hosiery
Mr. E. Higgins...M.O. Packing
Mrs. J. Best...Women's Shoes
Mr. R. Williams...Hardwares

In the Loss of His Wife

Mr. A. Hamilton...Elevators

In the Loss of a Brother

Miss B. Maywood...Grill Room Bakeshop
Mrs. J. Jones...Catalogue Distribution
Mr. R. McDonald...Grill Room Kitchen
Mr. W. Holt...Jewellery
Miss M. Ingram...Basement Shoes

In the Loss of a Sister

Mr. D. Kendrick...M.O. Packing
Mrs. J. Thom...M.O. Stationery
Mrs. M. Finn...Draperies

In the Loss of a Baby

Mr. M. Roscoe...M.O. Money Returns

SECOND BLOOD DONOR CLINIC for EATONIANS TUESDAY to THURSDAY, March 20th, 21st and 22nd



Conducted by Canadian Red Cross Blood Transfusion Service

The idea of giving blood for the first time may, perhaps, have its slightly alarming side—but remember, it's a carefully supervised affair and actually your donation is limited to less than a pint!

You give this when you are in health and vigour—and on the average the fluid loss is replaced within 48 hours. But think of what it means for you, members of your family, or anyone needing this gift of life, to have this blood-bank supply and service available.

Just half an hour of your time giving the donation may help to give renewed long life to some accident or anemia patient. Just a twentieth of your body's supply to help make up a bank that's saving hundreds of lives. Those donating are protected by test and check to avoid possibility of anyone donating when their health does not justify it.

Plan Now To Be a Blood Bank Giver at This Clinic for Eatonians, March 20, 21, 22.

3rd FLOOR, M.O. BUILDING No. 2

YOUR DONATION MAY SAVE A LIFE!

IT ISN'T HOW FAR YOU FALL— IT'S HOW YOU "LAND"

(Adapted from "A. & S. Spotlight")



PLAY IT SAFE! . . . Especially on ladders! As a matter of fact ladders—particularly step ladders—are one of our greatest helps at work and at home, but familiarity does sometimes make us careless using them.

There are many more ladder falls, for instance, from heights of ten feet and less, than from greater heights. Partly, of course, this is because higher ladder work is done by professionals who learn not to hurry and take chances. Working closer to the ground, people think mistakenly that a fall won't be anything much, but strained backs, joints, muscles and broken bones are

easy to get that way—and hard to cure!

When Using a Ladder Take Care That You:

Always make sure the ladder is set firmly and level.

See that straight ladders are at least a quarter as far away from the wall or other working surface as the top is away from the ground.

Climb ladders slowly and steadily, don't shift or sway your weight.

Work within convenient arm's length always.

Try to keep one hand free to grasp the ladder if necessary!

Use a ladder, well placed, rather than stools, chairs or boxes—and be as careful on a step-tool as on a high rung!

A broken or loose ladder step, rung or brace should be reported at once and the ladder taken out of use until repaired.

